been constituted to submit its suggestions on measures to promote the film industry. A Core Group on "Export of Films and Related Issues" has submitted its recommendations and action is being taken.

(iv) Efforts are being made to ensure constitution of Export Promotion Forum/Council by the film industry. Such Forum, as and when constituted, could seek financial support from the Government of India for development of export markets and participation therein.

(v) Films are permitted to be exhibited in film festivals in India and abroad under ATN Carnet.

(e) In view of the reply given in (c) and (d), (e) is not applicable.

Women and child programmes on TV

1776. SHRIMATI VIPLOVE THAKUR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of the programmes concerning women and child on Doordarshan (DD);

(b) the Government's response on such programmes;

(c) whether Government have evaluated their reach contents, etc. recently; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) Doordarshan has been producing and telecasting various campaigns on issues related to women and children on Doordarshan Network. The progress on social development covers Female Foeticide, Pre-Natal Diagnostic Techniques (PNDT) act, Domestic Violence, Discrimination among genders, Nutrition's Education and all the issues laid down in National Rural Health Mission (NRHM). Various Kendras of Doordarshan also telecast programmes on women and children on regular basis.

(b) The campaigns undertaken by Doordarshan are funded by Union Ministries of Health and Family Welfare, Women and Child Development and HRD etc.

(c) and (d) "Kalyani" is a major campaign of Doordarshan which is in collaboration with the Ministry of Health and Family Welfare. This programme has covered all aspects of health. However, due to special focus on women and children in the community, 'Kalyani' programme was divided into two parts *i.e.* Kalyani I and Kalyani II. Kalyani II has complete focus on reproductive and children health needs of the community. The objective of this programme is to highlight and create awareness of focused interventions of reproductive and child health.

A study was conducted to evaluate the impact of these programmes designed and telecast on nine TV channels of Doordarshan. The programme has been found successful in creating a brand out of Kalyani. Over 1,200 Doordarshan Kalyani Health Clubs with over 24,000 members have been established which help improve awareness among the people in the community. It has been found that the

programme has communicated desired messages effectively. This programme has helped in increasing immunization also. Various suggestions have also been received for further improvement and reach of this programme among rural folks.

Liberal approach in DTH service

†1777. DR. MURLI MANOHAR JOSHI:
SHRI RAM JETHMALANI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Government have been requested to be liberal in certain rules under 'Direct to Home' (DTH) service under electronic media;

(b) if so, the new facilities requested to be provided as per rules in above service;

(c) whether other modes of telecast wil incur losses as a result of providing these facilities to this service; and

(d) if so, the details thereof?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a), Yes, Sir. The Government has received recommendations of TRAI on Licensing Issues relating to DTH.

(b) Multiple Dwelling Unit Technology, exclusion of DTH platform services from the Uplinking Guidelines for improved efficiency of platform functionality and services have been recommended for provision under DTH Guidelines and licensing conditions.

(c) No, Sir.

(d) Does not arise.

Need for reforms in Doordarshan

†1778. SHRI RAJ MOHINDER SINGH MAJITHA:
DR. MURLI MANOHAR JOSHI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Doordarshan run by Prasar Bharati seems to be ineffective in comparison to other private sector channels in the country;

(b) if so, Government's reaction thereto;

(c) whether Government propose to consider that there is a need of large scale reforms in Doordarshan to make it stand in the competition of private sector channels; and

†Original notice of the question was received in Hindi.